

PRINCIPLE SIX: CREATIVE PARKING MANAGEMENT

THE ROLE OF INTEGRATED PARKING IN TRANSIT-ORIENTED DEVELOPMENT



The provision of parking is not only necessary to the economic success of a transit-oriented neighborhood, but is also a design tool to help create a better pedestrian environment. Parking must, however, be appropriately located and innovatively managed to ensure it does not dominate the landscape, consume limited land resources, or over-inflate development costs. Conventional notions about parking are being challenged and redefined in urban communities where walking, biking and transit provide equally convenient travel options as the private automobile.



CONCEPTS

Parking should be ...

- Limited and conveniently located in transit-oriented development areas.
- Provided on the street to serve as a pedestrian buffer to car traffic.
- Off-street parking should be appropriately located away from pedestrian zones, set behind buildings, and integrated with compact land uses.
- Minimized and utilized through management and incentive programs.
- Used to stimulate the economy and support the vitality of the area.

Parking must be provided in neighborhood centers, but is best located away from areas with high pedestrian activity.

GUIDELINES

Because driving is faster than walking or taking transit, parking demand is great. If parking is abundant and easy to find, most people will choose to drive. Wisely providing sufficient parking to support residential and commercial uses while not providing so much that transit is no longer competitive is the primary challenge.

A. Utilize parking to strengthen the neighborhood center and retail uses. Constrained parking can strengthen the use of transit, encourage “park-once” behaviors, and create more foot traffic in neighborhood retail corridors.



On-street parking provides a buffer between pedestrians on the sidewalk and moving cars in the street.

- Emphasize short-term parking over long-term commuter parking.
- Locate parking to conveniently serve a number of different destinations in the neighborhood center.
- Utilize on-street parking as a resource to local businesses and a safety buffer between pedestrians on the sidewalks and cars in travel lanes.
- Implement parking-demand management to determine the actual need for parking in the total area instead of for individual uses. For instance, the same parking space may be used by a bank between 10 am to 4 pm and a restaurant after 5 pm; therefore, an individual parking spot for each is not necessary.

B. Minimize parking in high-pedestrian or transit areas.

- Reduce or eliminate surface parking so that parking lots do not dominate the street frontage.
- When feasible, locate parking in structured parking facilities, on top of or beneath developments in lieu of surface parking.
- Encourage developers to incorporate transit-subsidies as a part of commercial or residential rent.
- Eliminate free and subsidized parking for office or residential tenants by imposing fees for additional parking.



Entrances to parking can be creatively designed so they do not interrupt the appearance or flow of the sidewalk.

- Encourage employees to utilize transit to reserve available parking for customer use.
- Allow and encourage less than one residential parking space per unit for units within a ten-minute walk of transit.
- Integrate senior housing into developments near transit, as seniors typically rely on transit as the primary mode of travel and own fewer vehicles than younger households.

C. Employ innovative parking management strategies.

- Encourage shared parking for multiple retail establishments such as banks, professional services and evening uses.
- Encourage employers to offer ride sharing and pay per use options such as Flexcar and Zipcar programs that help reduce the dependency on individual vehicle trips.
- Establish the management and operation of a parking program prior to completion of a transit oriented development.
- Work with the transit authority, WMATA to reduce commuter parking requirements in joint development transit areas.

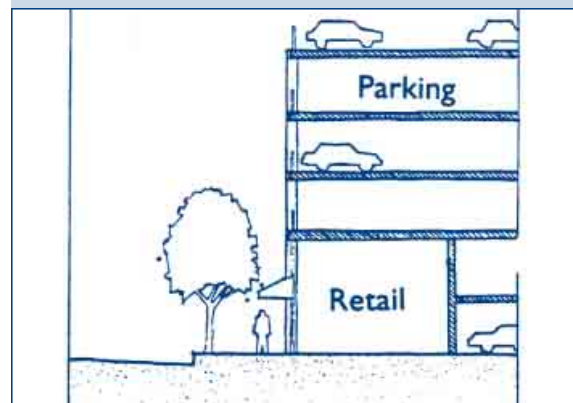
D. Improve the design of parking lots, garages, and facilities to contribute to an attractive neighborhood atmosphere.

- Locate parking entrances set away from adjacent sidewalks and pedestrian paths.
- Locate parking behind buildings.
- Use innovative lighting and signage for parking entrances, lots and garages.
- Wrap parking structures in ground-floor retail to integrate the parking structure with the neighborhood and provide opportunities for viable neighborhood businesses and offices.



Structured parking can be stacked above, below or between neighborhood services such as grocery or video stores.

Parking can be wrapped in retail to maintain an active edge to the sidewalk and integrate parking into the rest of the neighborhood center.
Resource: New Jersey Transit



Provide parking behind buildings and storefronts to reserve the sidewalk and street edge for pedestrian and transit activities.

Source: Puget Sound Regional Council



- Screen parking lots using shrubs, low walls and ornamental fencing so the continuity of the commercial/business street frontage is not interrupted.
- Incorporate “Low-Impact Design” (LID) practices in parking facilities, such as rain gardens, tree shaded lots, and rooftop gardens.

F. Link parking to transit options and other travel modes.

- Link parking facilities with river walks, greenways, hiker/biker trails, as well as the local street grid.
- Integrate parking structures or facilities with waiting areas and drop-off/pick-up points for buses, tour-mobiles, and shuttle vans.



Public parking provides shared spaces for multiple different retailers which cuts down on both development costs and land devoted to parking.

TRANSPORTATION DEMAND MANAGEMENT

Transportation demand management (TDM) is a term that applies to a number of strategies intended to reduce or shift the demand and use of different types of transportation modes. TDM measures can reduce the use of, and number of trips made by, private automobiles (and therefore the need for parking) and encourage and facilitate the use of other modes of transportation such as bike, transit, or walking.

Common transportation demand management measures include:

- Eliminating free employee parking;
- Providing incentives for car-pooling or van-pooling;
- Employee or tenant transit subsidies;
- Flexible curbside parking pricing based on location and time of day;
- Providing bicycle facilities (i.e protected bike racks, showers, etc.)
- Telecommuting
- Guaranteed ride home
- Traffic calming
- Pedestrian improvements



Flexcar™

Services such as Zipcar® or Flexcar® provide residents with access to a private automobile without having to own, maintain, or park the car themselves.